



Specifications for Receiving Artwork Files for Printing

1. Native Files from Original Designed Program are always Preferred.

Adobe Illustrator CS4

Adobe Indesign CS4

Quark 7

Photoshop CS4 - layers can be helpful at times.

2. Art Saved in CMYK Format

All Photo Images, as well as Illustrator - saved in CMYK Preview.

3. All necessary Fonts included - or send Outlined Art as well.

4. Vector Artwork Preferred - or if Rasterized - Higher Resolution the better.

5. Resolution for Photo Images and Links

Offset Printing - 300 pixels per inch at Full Size

Digital/Screenprinting- 100 pixels per inch at Full Size

Note: Images can be created and saved smaller than the actual print size, but the resolution of the file should be higher to accomodate.

6. Bleed - Quarter inch to Half inch is required for printing.

7. Include Die Lines where applicable. (Vector Path required)

8. Finished Product Considerations-

Is the artwork inside the margin in the case of Frames, Sewing & Grommets?

Is Hole placement shown in file?

9. Choose PMS Colors in your Applications when possible-

This allows more control of color matching and printing capabilities.

10. Is the artwork file size the same as the intended finished product size, and does the art scale properly to size?